

COMMUNICATIONS COMMITTEE MEETING

Thursday, May 19, 2011

5:30 p.m.

Hampden Town Office

1. Minutes from 4-21-2011
2. Old Business
 - a. Review Local Program Development Plans...Status and Update
 - e. Newsletter Ideas
3. New Business
 - a. Recent resident ideas/Website Updates
4. Public Comments
5. Committee Member Comments
6. Adjourn

COMMUNICATIONS COMMITTEE MEETING MINUTES

April 21, 2011

Attending:

*Councilor Kristen Hornbrook
Councilor Andre Cushing III
Councilor Jean Lawlis
Councilor William Shakespeare*

*Town Manager Susan Lessard
Sally Leete*

Councilor Hornbrook opened the meeting at 6 p.m.

1. Minutes from 3-17-2011 – The minutes of the 3-17-2011 meeting were reviewed by the Committee. No changes were suggested.

2. Old Business

a. Live Streaming Update - Councilor Cushing updated the Committee on the costs of video streaming. The estimates received from Access AV indicated that it would be approximately \$250 per month for hosting the service. He will get more information on what different options offer and what the cost differentials for them are. Sally Leete indicated that it would be important to insure that the video streaming was of good quality so that people watching would feel that it was a good expenditure of funds. The Town Manager will put an article in the next newsletter about this service if it is included in the final approved budget by the Town Council.

c. Review Local Program Development Plans...Status and Update – The Committee discussed ideas for new shows that included interviews with individual councilors and new staff members, the Glue Crew, a candidates night for the special election, the marina project, the business park, the BEAR program, renewable energy ideas, Dorothea Dix Park, and the ongoing Comprehensive Plan committee review.

e. Newsletter Ideas – June – Newsletter article ideas presented included the budget, new councilor interview, comp plan citizen committee formation, PACE program, video streaming, Children's Day, legislative session wrap-up, Government on the Go promotion, and a Public Safety article.

f. Town Office Sign - The Town Manager informed the Committee that at the present time it was not legal for the Town to put up a permanent back-lit sign advertising meetings on the grounds of the Municipal Building. The Town will continue to use the Public Safety sign and request that the Planning and Development Committee look at the sign ordinance for possible changes.

3. New Business

a. Recent resident ideas/Website Updates – Suggestions for the website included photos and bios of town councilors, census results, and continued posting of all events on the Calendar

b. Sound system Discussion – Community Room – It was the consensus of the Committee that the Town Manager include the cost of a sound system for the Community Room for consideration in the upcoming budget. The room receives a lot of use and at the present time is very user-unfriendly when it

comes to hearing what is being said if a large group is present. It was suggested that a sound system might make the room better utilized as a rental and therefore generate some income to cover the cost of the system.

4. Public Comments – Sally Leete indicated that she thought that the use of the Calendar on the website was a good way to keep people up to date on what was happening with the Town.

5. Committee Member Comments – Councilor Shakespeare discussed the idea of taping all Committee meetings. The Town Manager suggested that that be addressed as part of the ongoing updates to Council rules. Also discussed was the idea of looking at Council rules as to when the general public can speak at meetings, and perhaps adding an opportunity at the end of the meeting in addition to the one at the beginning and that opportunity as each item is introduced. This item was also seen to be a good discussion item for the Council in reviewing its rules. Councilor Lawlis suggested that perhaps the Council should think of doing some recognition awards for people who donate a lot of time to the town on committee work, etc.

The next meeting of the Communications Committee will be at 6 p.m. on Thursday, May 19th.

6. Adjourn – The meeting was adjourned at 7:35 p.m. by co-chair Councilor Kristen Hornbrook.